





RACHEL ARCANGELI

CONTACT

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-  Tampa, FL

EDUCATION

Florida State University

- Bachelor of Science in Marketing
- Bachelor of Science in Management Information Systems
- Minor in Communication

SKILLS

- Microsoft Office Specialist Excel Certified
- HubSpot Email Marketing Certified
- Basic skills in SQL
- Drift Conversational Marketing Certified
- Proficient in Tableau Software
- Basic skills in R Commander
- Proficient in Adobe Lightroom
- Sprinklr Social Listening Certified
- Experience using Canva

LEADERSHIP

Delta Nu Zeta

Historian

- Collaborated with other chair positions to develop a comprehensive marketing strategy to maximize new member recruitment
- Redesigned the official website to attract and inform potential new members
- Managed social media accounts and created weekly content to highlight members and activities

REFERENCES

Nathan Dean - Social Media Supervisor
Supervisor, Fanatics
Email: Available upon request

TJ Eash - President/CEO, OrthoLync
Manager, OrthoLync
Email: Available upon request

OBJECTIVE

Results-driven marketing and management information systems professional with experience in digital strategy, social media management, and data analysis. Seeking a position where I can leverage my skills to drive growth and contribute to the success of a dynamic organization. Committed to delivering exceptional customer experiences, implementing effective marketing campaigns, and utilizing data-driven insights to optimize business processes.

WORK EXPERIENCE

Fanatics

Social Media Specialist

August, 2023 - Present

- Partner with leadership to analyze NPS and social sentiment data, identifying trends to inform marketing strategies and process improvements
- Assist with earned media reporting by tracking engagement metrics and maintaining post-performance data in shared Excel reports for internal analysis
- Contribute to maintaining and improving the Returns Help Desk page, translating complex procedures into clear, brand-consistent messaging for customers
- Maintain strong communication with internal and external stakeholders to facilitate order processing and ensure accurate information is displayed across various platforms
- Manage multiple customer communication channels and inboxes, including over 900 social media channels coordinating timely responses and resolutions for order, product, and system inquiries

OrthoLync

Digital Specialist

June, 2021 - August, 2023

- Updated customer accounts and resolved customer issues with a 99% satisfaction rate
- Onboarded new clients by accurately entering information and creating profiles in various software systems, including Formstack and our own Cloud 9 Signature Software
- Acted as a lead customer-facing role and managed successful relationships to ensure adoption of the products
- Demonstrated product and service usage to help customers get the most from their purchases
- Managed social media platforms, leading to a 5% growth through content creation and curation
- Assisted CEO with redesigning websites to fit practice branding and image

Dr. Holmquist Healthcare

CytoActive Social Media Manager

August, 2021 - May, 2022

- Developed and implemented new social media strategies and plans to track potential clients and increase brand awareness
- Managed Instagram account, resulting in a 250% growth in followers
- Developed informative graphics, curated content, and edited videos to fit the social platform
- Created editorial calendars and syndication schedules
- Moderated user content to ensure all engagement with the account was appropriate and amplified the company's brand

SGP Advisors - Formerly Shea Barclay Group

Sales Intern

May, 2018 - August, 2018

- Collaborated with the CFO to test and implement new data management software, Broker Buddha, to enhance client customization and accessibility
- Updated client records accurately on a daily basis
- Researched and created lists of leads for sales representatives
- Improved organization and content of sales presentations through PowerPoint revisions